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## **New 2012 Fiat 500 - INTERIOR DESIGN**

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With its high attention to detail, no-nonsense design and numerous personalization options, the new 2012 Fiat 500's interior represents a new direction in personal transportation.

"The new 2012 Fiat 500's interior design is space efficient and stylish, while delivering absolutely everything that is required and nothing more," said Roberto Giolito, Head of Fiat Style. "The new Fiat 500's interior design perfectly balances practicality with comfort and convenience features while infusing Italian-by-design style and personalization options."

### **Fiat 500's interior design features simple elegance with timeless design features**

For the new Fiat 500, simple does not mean 'bare' - instead it embraces a particular stylistic and constructive interpretation that strives for 'simplified enjoyment.' The passenger compartment is airy and roomy, an environment designed to be comfortable and enjoyable for any destination.

The interior design theme of the new 2012 Fiat 500 is an artistic blend of clean lines and conveniently located features inspired by the historical model. Through the available leather-wrapped steering wheel, the Fiat 500's single concentric instrument cluster features the speedometer, tachometer and trip computer in a distinct and effective manner. Integrating the latest in portable vehicle navigation for improved route guidance, the instrument cluster features a central LCD monitor that shows pictograms from the TomTom<sup>®</sup> navigation with BLUE&ME<sup>™</sup> Handsfree Communication. These elements, together with a highly integrated center stack with a uniquely designed radio and climate control system, can be ordered in Ivory or Black for an extra level of personalization while also influencing the interior theme to be more sporty or vintage.

The Fiat 500's instrument panel continues the perfect blend of modern simplicity with iconic Italian styling. The upper instrument panel is designed to convey a sense of refinement and elegance and features color-matched exterior accents for added detail. Frequently used vehicle buttons are highlighted with chromed circular rings and centrally located on the exterior-matched instrument panel trim for a premium appearance. The lower instrument panel highlights the new Fiat 500's space utilization with large- and small-sized storage spaces to keep mobile devices at a convenient reach.

A new passenger glove box stores valuable items, while concealing the BLUE&ME Handsfree Communication system's USB port for instant integration of mobile devices including an iPod. For an integrated look, the new automatic- or manual-transmission shifter and bezel are ergonomically located into the lower instrument panel and feature a mechanically styled shift knob accented in black, chrome or leather depending on the model.

The new Fiat 500's interior features highly detailed driver and passenger seats available in 14 color and material combinations for maximum personality with an added touch of personalization. Inspired by the historic Cinquecento of the 1960s, the new seats offer the same unique split-color effect: monotone fabric at the bottom and the upper seatback, while the head restraint is matched to the Ivory or Black interior environment. Uniquely designed cloth seats provide an upscale look and feel, while premium leather seats are available in traditional Black, a Brown hide or ultra-sporty Red and deliver a sophisticated look.

Continuing the clean interior design theme, the new Fiat 500's door panels feature a contrast between the upper area upholstered to match the seats, while the surrounding area elegantly incorporates large map pockets and a specially designed space-saving BOSE<sup>®</sup> premium audio system. Paying homage to the past, the chromed 'hook' door handle shape recalls one of the most remembered features on the original model while integrating modern-day power

door locks.

**Intelligently designed cabin provides the new Fiat 500 with maximum interior space**

Thanks to careful analysis of the interior space, designers of the new 2012 Fiat 500 made an amazingly roomy and capable cabin within its city-friendly size. With built-in storage spaces including two in the instrument panel, map pockets in the door panels, another below the center console's shifter bezel and one below the passenger seat, the Fiat 500 can quickly and conveniently store mobile devices and travel gear. In addition, the luggage compartment is spacious, providing a maximum of 30.1 cubic feet of gear. To load in all of the gear easier, designers maximized the tailgate width and kept the trunk lift-over height low.

The Fiat 500's rear seat is designed to be comfortable for two adults and delivers the same high-quality comfort and craftsmanship as the driver and front-passenger seat. To highlight the fact that the car is roomy, the rear passengers' upper seatbacks are raised and bolstered for added back support. To keep everything organized, a new center floor console features larger cupholders and a cubby for small items and houses the 12-volt power outlet.

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